

MEMORANDUM

TO: Mayor Philip Levine and Members of the City Commission

FROM: Rafael E. Granado, City Clerk

DATE: April 11, 2016

SUBJECT: City Commission At-Large Nominations for April 13, 2016, – Release # 1

Below please find the City Commission At-Large Nominations received to date for the April 13, 2016 Commission Meeting.

BOARD AND COMMITTEES

1. AFFORDABLE HOUSING ADVISORY COMMITTEE

VACANCIES (3):

No nomination received do date.

2. BUDGET ADVISORY COMMITTEE

VACANCY (1):

No nomination received do date.

3. MIAMI DESIGN PRESERVATION LEAGUE, INC. (MDPL) EXECUTIVE COMMITTEE

VACANCIES (3):

- **Tanya K. Bhatt** (Release # 1, Page 5)
 - Nominated for **appointment** by Commissioner Rosen Gonzalez.
- **Sarah Leddick** (Release # 1, Page 9)
 - Nominated for **appointment** by Commissioner Rosen Gonzalez.
- **Raelene Mercer** (Release # 1, Page 13)
 - Nominated for **appointment** by Commissioner Rosen Gonzalez.

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Tanya K. Bhatt

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TANYA K. BHATT

3454 Sheridan Ave. • Miami Beach, FL 33140 • (617) 840-4905 • tanya@launchbrand.net

LinkedIn Profile: <http://www.linkedin.com/in/tanyakbhatt>

MARKETING LEADER

- Skilled marketing director with diverse experience in strategic planning, brand management, product development, events, digital marketing, public relations, copywriting, and advertising.
- Effective at building brands from the ground up, and reinvigorating mature categories.
- Passion for building brands with charitable and social awareness, including nonprofits.
- Leader of people and processes who works well in fast-paced, high-energy settings. Experienced in managing multicultural teams of creative, development, and sales professionals.

MARKETING EXPERIENCE

DIRECTOR OF MARKETING (2014–2015)

Top Secret Nutrition LLC, Miramar, Florida

Responsible for overall strategic marketing for startup nutritional supplements company. Created cohesive product and brand strategy. Develop and oversee all advertising and branding efforts.

- Drove consensus among management team to embrace comprehensive corporate rebranding, ushering the process from agency selection to anticipated full rollout in 2016. Delivered consistent material branding, with strategically unified presentation across platforms.
- Launched new e-commerce web site featuring highly upgraded experiential marketing program, yielding increased ROI through sophisticated tracking and coverage of users, and leading to substantial follower growth on Facebook (50% increase), Twitter (88% increase), email subscriptions (92% increase), and Instagram (414% increase).
- Created partnership program to benefit 555fitness.org, a nonprofit dedicated to improving the health of firefighters through fitness, driving revenue for both organizations.

LEAD MARKETER / FOUNDER (2007–2010, 2012–2014)

Launch! Brand Building, Miami Beach, Florida

Owner of boutique branding and marketing strategy firm. Helped clients define, position, and communicate brand messaging to ensure alignment with consumer engagement and sales goals. Developed corporate identity strategies and brand repositioning. Clients included national and regional hotel chains, nationally known restaurateur, artists, and small businesses.

- Spearheaded digital media tactics, including overall content and social strategies.
- Created style parameters for clients, including style guides, author guidelines, and editorial best practices to improve engagement on social platforms.

DIRECTOR OF BRANDING (2010–2012)

TEAM Enterprises, Fort Lauderdale, Florida

Responsible for all content marketing and corporate communications activities for experiential marketing firm supporting major brands, including Bacardi portfolio and MillerCoors. Managed TEAM's public positioning. Led project teams writing proposals targeting new business. Ran research and development marketing efforts.

- Won two 2011 REGGIE awards for best agency marketing campaigns activations.
- Managed TEAM's integration into MDC Partners.
- Devised innovative pitch to secure new business in military sector, a new area for TEAM.

OWNER / PRESIDENT (2007–2010)

BeachBugSwimwear.com, Miami Beach, Florida

Launched and brought to market innovative childrens' swimwear company.

- Designed, developed, sourced, and commercialized entire product collection; created all branding.
- Built sophisticated e-commerce business model, doubling revenue from first to second year.
- Launched public relations campaign leading to coverage in *Miami Herald* and parenting blogs; named "Best of Miami 2008" by *Miami Sun Post*.

CMO / PARTNER (2004–2007)**Microkitten.com**, Miami, Florida

Developed all marketing and product positioning for private specialty retailer of Brazilian bikinis. Managed multiple aspects of commercialization, including vendor management through production.

- Developed comprehensive product marketing strategy, including building e-commerce website, copywriting, and photo shoot coordination. Staged complete fashion shows to promote product.

DIRECTOR OF GLOBAL MARKETING (1994–2000)**Converse, Inc.**, North Reading, Massachusetts

Planned and implemented strategy for product development in children's category. Managed prototype and development process as dotted-line manager of research and development staff. Accountable for gross margins, profitability, budgeting, forecasting, and inventory. Partnered with international sales staff to promote products globally and to test and open new markets in Asia and Europe.

- More than doubled children's business to \$70 million in revenue by rolling out several innovative products in global markets, including highly successful line of Touch-EFX shoes.
- Negotiated and closed deals to develop products and implement long-term alliances based on Lucasfilm's Star Wars brand and OddzOn's Koosh brands.

ACCOUNT EXECUTIVE (1989–1994)**Advertising firms (Grey Group, FCB/Leber Katz, N.W. Ayer & Son, Houston Effler Herstek Favat)**

Account executive for a variety of consumer and service-based accounts.

- Executed high-profile brand strategies for Burger King and Kool-Aid, including kids & family marketing initiatives.
- Launched "Truth" anti-smoking campaign.

NONPROFIT EXPERIENCE

BOARD MEMBER / VICE PRESIDENT OF MARKETING (2014–Present)**Friends of Indreni**, Redding, California

Activist board participant for nonprofit dedicated to supporting education for disadvantaged children around the world. Raised awareness through broad marketing campaign, including new website and social media.

- Produced fundraising gala, which exceeded established donation goals by 180%. Executed rapid overhaul of planned gala events in order to directly benefit Nepal earthquake victims.

FOUNDING COMMITTEE MEMBER / MARKETING (2014–Present)**Friends of the Underline**, Miami, Florida

Activist participant in group creating ten-mile linear park adjacent to US1.

COMMUNITY ACTIVIST MIAMI BEACH**Save Miami Beach Neighborhoods** (2015–Present)

Strategy and communications for group seeking thoughtful balance between preservation and development.

Bayshore Homeowner's Association, Co-President, Secretary and Board Member (2015–Present)

Lead organization to collaborate with city and represent resident interests impacted by Miami Beach evolution.

EDUCATION

BACHELOR OF ARTS, AMERICAN CIVILIZATION**Brown University**, Providence, Rhode Island

SKILLS

Languages: Fluent in Portuguese and French, conversational Spanish; international life experience

Technical Skills: Knowledge of Windows, Mac, Microsoft Word, Microsoft Excel, Microsoft PowerPoint, Constant Contact, WordPress

Sarah Leddick

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Sarah Leddick
4469 Royal Palm Ave.
Miami Beach, Fl. 33140

Education

- Master of Arts in Painting from San Diego State University (1974-1976)
 - 4.0 GPA
 - Studied under John Baldessari, Joan Snyder, Joan Jonas, Joan Thorne, Lynton Wells, Eleanor Anton, David Anton and Robin Bright
- Bachelor of Arts in Art from San Diego State University (1970-1974)
 - 3.9 GPA with Highest Honors
- W.C Crawford High School class of 1971

Work Experience

- Painting Chicks (1995-present)
 - Owner
 - Specializing in decorative painting, faux finishes, art restoration, Venetian plaster, metallic leaf, murals, historic building finishes restoration etc.
- Commercial Hair and makeup artist (1984-present)
 - Experience in commercials, editorial, fashion and beauty, and advertising.
 - Client list includes Bruce Weber, Cartier, Chanel, Victoria's Secret, Burberry, Norwegian Cruise Lines, American Airlines, et al.
- Modeling career (1976-1986)
 - Client list includes Vogue, Revlon, L'Oreal, Glamour, La Perla et al.
- Instructor at San Diego State University (1975-1976)
 - Taught drawing, painting and design, video tape, conceptual art, performance art, art history, film and photography.

Exhibitions

- Cal/Hawaii Exhibition at The Museum of Art, San Diego 1976
- San Diego State University Graduate exhibition Art Gallery SDSU 1976
- Larry Urrutia's Floating Wall Gallery, Escondido , Calif. 1976
- Cedar-Creigh Gallery in Coronado, Calif. 1977
- Cassat Gallery, LaJolla, Calif. 1977
- Orr's Gallery, San Diego, Calif. 1977

Volunteer Work

- *Involved in Animal Rescue from 1995-present
- *Formed Green Mile Rescue of South Florida 2012 (Dog and cat rescue)
- *Serves on board of 5013c Animal Rescue "Animal Care Now" since 2014
- *Works as a volunteer with "Save Miami Beach Neighborhoods"
- * Affordable Housing Committee member for City of Miami Beach

References

- Dr. Sean and Rosalie Shea (clients)
 - 305 968-7085

- *Raelene Mercer (graphic designer & owner of Sublime Miami Graphic Design)
 - 305 720-5805
- *Jeannette Brandt (client/Villazzo property manager)
 - 305 926-5565
- *Ray Hoafat (supplier/Eco Wall Coatings)
 - 305 793-4693
- *Kristen Rosen Gonzalez- (commissioner City of Miami Beach)
305 673-7035

Raelene Mercer

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Raelene Mercer

Education

B.A. Business Marketing; Graphic Design, The American University

Present Position

Creative Director, Roar Media Inc., Coral Gables, FL (2015-Present)

President, Creative Director I, Senior Graphic Designer/Consultant (2009 - Present), MediaForce PR

Serves as Creative Director I and Senior Graphic Designer to produce and oversee creative material for project programs.

Proprietor/Creative Director, Sublime Miami, Inc. (2002-present)

- Creative director, art director, graphic designer.
- Handles concept through completion of all graphics
- Strong project management skills
- Excellent interfacing with printers, developers,
- producers, photographers, copywriters

Major Clients

The Lifeline Program, Hunter Douglas, W Hotels, Punta Cana Hotels & Resorts, Hearthstone Homes, Miami Center for Plastic Surgery, Elortegui Law, Helen Hayes Theatre

Professional Experience

Art Director/Designer, Pinkhaus (1997-2002)

Designed successful new identity systems for several large-scale corporations. Involved in the entire process of from concept to print. Developed effective business relationships with peers, supervisors and clients. Demonstrated reliability and flexibility under pressure. Established photo shoot art direction and travel experience. Initiated and designed websites, including Pinkhaus' website.

Major Clients

Mercedes, Bacardi, Sterling Commerce, Couples Resorts, Schnader Attorneys At Law, Gilbert Papers

Graphic Designer, Planet Propaganda (1994-1997)

Designed logos, brochures, books, posters, direct mailers and packaging. Participated in design, production, client presentations and printing. Directed numerous photoshoots. Quickly became efficient in all required graphics software. Designed the company's initial website.

Major Clients

Saris, Graber, Wiskids, Salisbury Studios, American Players Theater

Employment History

2002-Present Proprietor/Creative Director, Sublime Miami, Inc.
1997-2002 Art Director/Designer, Pinkhaus
1994-1997 Graphic Designer, Planet Propaganda

Awards

Books: 1000 More Graphic Elements: Unique Elements for Distinctive Designs, Graphics
Letterhead 4, Logos 4, Packaging 7, Creativity 28, Big Book of Logos, PIE Best
Diagrams, Rockport Best of Series

Publications: Communication Arts, Print Regionals, How, GraphicDesign: USA

Addy's: 1 Best of Show and 16+ category winners appearing in juried exhibitions

Critique's Big Crit, Print Magazine Web Award, Potlatch Context1TOP

Top Senior Designer Award, Montana State University 1994